

Message Text

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ACTION EUR-12

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UNCLAS STOCKHOLM 4100

FOR BIC/OEC: PAULETTE WOLFSON

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: FOREIGN BUYER PROGRAM: VISIT OF MEDICAL SERVICES
PLANNING GROUP (SPRI)

REF: STOCKHOLM 6137, USDOC 19296, STOCKHOLM 877, STOCKHOLM 3277,
USDOC 10140, STOCKHOLM 3508

1. WE HAVE BEEN DISCUSSING THE SCHEDULED VISIT TO THE US BY A GROUP OF SWEDISH GOVERNMENT HEALTH AUTHORITIES WITH ULF STAFVERFELDT, THE OFFICIAL OF SPRI WHO IS ORGANIZING THE TRIP. IT IS APPARENT FROM OUR CONVERSATIONS THAT THE GROUP HAS RELATIVELY LITTLE EXPERIENCE IN ORGANIZING SUCH STUDY TRIPS, AND THAT THEY HAVE HAD FEW FORMAL CONTACTS WITH HEALTH INDUSTRY AND AUTHORITIES IN THE US. THEREFORE, WHILE THE CONTACTS THE GROUP MAY ULTIMATELY MAKE IN THE US SHOULD BE OF SIGNIFICANT LONG TERM INTEREST TO AMERICAN EXPORTERS (SINCE SWEDISH HEALTH CARE IS SOCIALIZED AND CENTRALIZED). AN INORDINATE AMOUNT OF ASSISTANCE ON THE GROUP'S BEHALF SEEMS TO BE REQUIRED.
 2. AS IT NOW STANDS, THE GROUP WILL BE COMPOSED OF FIVE TO TWELVE HOSPITAL AND PUBLIC HEALTH PURCHASING AND EQUIPMENT MANAGERS, MEMBERS OF THE BOARDS OF TEACHING HOSPITALS AS WELL AS OFFICIALS INVOLVED IN THE MEDICAL APPLICATIONS OF DATA PROCESSING. THE GROUP WILL DEPART FOR THE US EARLY IN THE WEEK OF SEPTEMBER 12 AND WILL RETURN TO SWEDEN OR UNDERTAKE
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PRIVATE TOURISM ON OCTOBER 3. THE FOLLOWING IS THEIR SCHEDULE,

TO THE EXTENT THAT IT HAS BEEN DETERMINED:

TUESDAY, SEPTEMBER 14, NEW BRUNSWICK,
NJ. VISIT TO JOHNSON &
JOHNSON CO.

WEDNESDAY, SEPTEMBER 15 THROUGH FRIDAY, SEPTEMBER 17,
DEPARTMENT MAY SCHEDULE CALLS IN NEW YORK AND/OR WASHINGTON, D.C.
AREAS.

MONDAY, SEPTEMBER 20 THROUGH THURSDAY SEPTEMBER 23 -
DALLAS, TX, AMERICAN HOSPITAL ASSOCIATION CONVENTION/
EXHIBITION (NO SPECIAL PROGRAMMING NECESSARY.)
FRIDAY, SEPTEMBER 24 - PRIVATE SIGHTSEEING
MONDAY, SEPTEMBER 27 THROUGH FRIDAY OCTOBER 1 - CHICAGO;
VISITS TO PRIVATE CONSULTING FIRMS (SEE PARA 4) AND OTHER
APPOINTMENTS THE DEPARTMENT MAY ARRANGE.

3. THE SPECIFIC AREAS OF INTEREST FOR WHICH STAFVERFELDT HAS
ASKED OUR ASSISTANCE ARE THE FOLLOWING:

A. DATA SYSTEMS FOR THE PLANNING, PURCHASING AND DELIVERY OF
EQUIPMENT FOR NEWLY BUILT HOSPITALS. APPOINTMENTS WITH (A) A
SYSTEMS ANALYST WITH EXPERIENCE IN MEDICAL APPLICATIONS;
AND (B) A HOSPITAL ADMINISTRATOR WITH SYSTEMS EXPERIENCE.
B. PURCHASING METHODS (CENTRAL PURCHASING, GROUP PURCHASING),
MATERIALS HANDLING, EDUCATION. APPOINTMENTS WITH A HOSPITAL
ADMINISTRATOR OR PURCHASING MANAGER AND A REPRESENTATIVE FROM
A UNIVERSITY TEACHING HOSPITAL (DEAN S. AMMER, PH.D., A
PROFESSOR AT NORTHEASTERN UNIVERSITY MAY BE ABLE TO OFFER
SUGGESTIONS) TO DISCUSS (A) LEASING; (B) METHODS TO CHOOSE
DISPOSABLE PRODUCTS WITH RESPECT TO TECHNOLOGICAL, ECONOMIC,
FUNCTIONAL REQUIREMENTS; (C) MATERIALS HANDLING AND
COMMUNICATION ARRANGEMENTS INSIDE A HOSPITAL, AND BETWEEN
SUPPLIERS AND HOSPITALS (BOTH TECHNICAL AND ORGANIZATIONAL
PROCUREMENT ARRANGEMENTS); (D) MAINTENANCE AND SERVICE OF
MEDICAL AND TECHNICAL EQUIPMENT;
C. PROCEDURES FOR THE PLANNING OF EQUIPMENT PURCHASES FOR
NEW HOSPITALS. APPOINTMENTS WITH (A) SOMEONE RESPONSIBLE FOR
THE PLANNING AT A HOSPITAL; AND (B) CONSULTANTS SUCH AS
GORDON A. FRIESEN INTERNATIONAL INC., PAN AMERICAN WORLD HEALTH
ORGANIZATION, WASHINGTON, D.C., AND PERHAPS HEALTH INDUSTRIES
ASSOCIATION (HIA), CHICAGO, IL, (MR. WILLIAM SMITH). MR.
STAFVERFELDT OF SPRI WROTE TO THE AMERICAN ASSOCIATION OF
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HOSPITAL CONSULTANTS, WASHINGTON, D.C. ON MARCH 19, BUT
HAS STILL NOT RECEIVED A REPLY.

D. INDUSTRIAL AND HOSPITAL VISITS. (A) APPOINTMENTS WITH
MANUFACTURERS REPRESENTATIVES TO DISCUSS NEW DISPOSABLE
PRODUCTS. (B) VISITS TO: AN OUT-PATIENT INSTITUTION, A
MENTAL HOSPITAL, LARGE GENERAL HOSPITAL INCLUDING LOADING
AREA AND DISTRIBUTION SYSTEMS AND STORAGE FACILITIES. (C)
APPOINTMENTS WITH PERSONS RESPONSIBLE FOR SUPPLY ADMINISTRATION

AND STOCK CONTROL AT VARIOUS TYPES OF HOSPITALS (UNIVERSITY HOSPITALS, PRIVATE AND STATE/FEDERAL/CITY HOSPITALS). (D) APPOINTMENTS WITH SOME DISTRIBUTORS (E.G. AMERICAN HOSPITAL SUPPLY CORP, OR IPCO HOSPITAL SUPPLY CORP.) AND POSSIBLY SOME EXPORTERS.

4. STAFVERFELDT HAS WRITTEN TO, BUT HAS NOT RECEIVED REPLIES FROM THE FOLLOWING CONSULTING FIRMS WHOM THE GROUP SHOULD LIKE TO VISIT IN CHICAGO.

A. BOOZE & HAMILTON, (MR. JAMES W. TAYLOR) 135 SOUTH LASALLE STREET, CHICAGO, IL 60603, TEL (312) 346-1900.

B. ARTHUR ANDERSON INC., (MR. WILLIAM MUELLERS) 69 W. WASHINGTON STREET, CHICAGO, IL 60602, TEL: (312) 346-6262.

C. HE ALSO WROTE TO: ERNST & ERNST, (MR. RICHARD BAKER) 1300 UNION COM. BLVD., CLEVELAND, OH 44115, TEL: (216) 861-5000.

D. ACCORDING TO IBM SWEDEN, THESE FIRMS ARE INVOLVED IN, OR HAVE HAD EXPERIENCE WITH, EDP SYSTEMS FOR HOSPITALS AND IT WOULD THEREFORE BE OF GREAT IMPORTANCE TO THE GROUP TO VISIT HOSPITALS WHERE THESE SYSTEMS HAVE BEEN INSTALLED.

5. WE WOULD GREATLY APPRECIATE THE DEPARTMENT'S ARRANGING THE SPRI GROUP'S PROGRAM FOR THE PERIODS SEPTEMBER 15-17 AND SEPTEMBER 27-OCTOBER 1 ACCORDING TO THEIR INTERESTS AS OUTLINED ABOVE.

6. WE HAVE NOT RECEIVED BROCHURES ABOUT DALLAS CONVENTION/ EXHIBITION AND WOULD THEREFORE APPRECIATE RECEIVING 15 BY INTERNATIONAL AIR MAIL.
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